

PESTLE Analysis of Denmark 2012, December 2012

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Abstracts

The Danish economy, which is considered both modern and prosperous, is expected to reach \$353.1 billion in 2017, with a CAGR of 1.9% over the next five years. The country's competitiveness is under pressure as wage costs have increased faster than other countries for several years, but productivity growth has not increased at the same pace. In order to strengthen the growth potential and improve productivity, government plans for reform process by 2020, which is expected to increase the labor supply and productivity.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the political, economic, social, technological, legal, and environmental conditions of Denmark and presents its findings in "PESTLE Analysis of Denmark 2012." External and internal economic factors affect the performance of any nation's economy and have affected almost all the industries in Denmark.

The study reveals that the Danish GDP growth rate was severely hampered by the global financial crisis as compared to the other European economies. Because of this, the country experienced increasing inflation rate above the central bank's target range. The manufacturing industry wage costs are higher in Denmark compared to most other developed countries, with Norway being the exception.

The report indicates that apart from measures to improve growth potential, massive investments in research, education, innovation, and entrepreneurship have been undertaken. Corporate taxes have been reduced, and a political agreement has been made on a competitiveness package to enhance competition and productivity in the private and public sectors. As the country possesses an impressive export sector, the GDP growth rate is likely to improve year over year after recovery from Eurozone crisis. GDP growth is further expected to grow at a higher margin with the passage of time, as

the entire region recovers from the financial crisis.

This unique report from Lucintel will provide you with valuable information, insights and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

Features of This Report:

To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of "PESTLE Analysis of Denmark 2012" include:

- Trend and forecast for key macroeconomic variables that are useful to make major investment decision

- Analysis on economic activity, investment environment, and trade structure of the country

- Major industries in Denmark and its contribution to GDP

- Trends in savings, investments, and consumptions

- Analysis of Political, Economic, Social, Technological, Legal, and Environmental scenarios as well as their impact on different industries

- Analyses on geographical importance and social structure such as labor quality

- Strength, Weakness, Opportunity, and Threat (SWOT) analysis of Denmark

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